

AMENDMENTS TO THE CLAIMS:

Applicant respectfully requests that this listing of claims replace the prior versions of claims in the application.

1. (Currently amended) A method of delivering an object relating to a broadcast media stream to a user terminal of a mobile radio system, the method comprising:
 - broadcasting the media stream by a broadcast system,
 - associating the object to the media stream in the broadcast system,
 - delivering an object identification of the object wirelessly from the broadcast system to at least one user terminal,
 - presenting the object identification in synchronization with the media stream in the user terminal,
 - sending, if a user requests the delivery of the object based on the object identification, a transaction signal with the object identification from the user terminal to a database of at least one object through the radio system, and
 - delivering the object of the object identification from the database to the user terminal, which sent the request signal, through the mobile radio system.
2. (Previously presented) The method of claim 1, the method further comprising providing the broadcast system with object identifications of the objects available in a database of an object provider.
3. (Previously presented) The method of claim 1, the method further comprising creating the objects and the object identifications in the broadcast system and saving the objects in a database.
4. (Previously presented) The method of claim 1, the method further comprising delivering the object identification from the broadcast system to at least one user terminal through the radio system.

5. (Previously presented) The method of claim 1, the method further comprising delivering the object identification from the broadcast system to at least one user terminal as an RDS broadcast.

6. (Previously presented) The method of claim 1, the method further comprising sending the transaction signal from the user terminal directly to the database of the object provider through the radio system.

7. (Previously presented) The method of claim 1, the method further comprising sending first the transaction signal from the user terminal to a server serving the broadcast system through the radio system, and sending a signal with the object identification from the server to the database of the object provider.

8. (Previously presented) The method of claim 1, the method further comprising associating the object identification to the media stream such that the object identification is attached to a broadcasting timeline of the media stream, and delivering the object identification in accordance with the broadcasting timeline of the media stream.

9. (Previously presented) The method of claim 1, the method further comprising recording and processing the transfer of each object to the user terminals by means of a transaction processing device.

10. (Previously presented) The method of claim 1, the method further comprising identifying the format of the object identification and the object by means of the user terminal, the identifying revealing information, such as the supporting application needed, additional rights pertaining to the object, forwarding limitations associated with the object, or any combination thereof.

11. (Currently amended) A media system relating to a broadcast system configured to broadcast a media stream, the media system further comprising:

- a mobile radio system including at least one base station and at least one user terminal, the broadcast system having a connection to the mobile radio system,
- the broadcast system being configured to associate at least one object identification to a broadcasting timeline of the broadcast media stream and the broadcast system being configured to deliver object identifications wirelessly to the user terminals;
- the user terminal being configured to receive at least one object identification from the broadcast system and to present the at least one object identification in synchronization with the media stream, and the user terminal being configured to send, if a user requests the delivery of the object based on an object identification, a transaction signal with the object identification to a database having at least one object through the mobile radio system, and
- the database being configured to deliver the object of the object identification to the user terminal, which sent the request signal, through the mobile radio system.
12. (Previously presented) The system of claim 11, wherein the database of the object provider is configured to provide the broadcast system with object identifications of the objects available in the database.
13. (Previously presented) The system of claim 11, wherein the broadcast system is configured to create the objects and the object identifications and save the objects in the database.
14. (Previously presented) The system of claim 11, wherein the broadcast system is configured to deliver the object identification to at least one user terminal through the radio system.
15. (Previously presented) The system of claim 11, wherein the broadcast system is configured to deliver the object identification to at least one user terminal as an RDS broadcast.
16. (Previously presented) The system of claim 11, wherein the user terminal is configured to send the transaction signal directly to the database of the object provider through the radio system.

17. (Previously presented) The system of claim 11, wherein the media system further comprises a server serving the broadcast system, and the user terminal is configured to send the transaction signal to the server through the radio system, the server being configured to send a signal with the object identification to the database of the object provider.
18. (Previously presented) The system of claim 11, wherein the broadcast system comprises a content creation tool configured to associate the object identification to the media stream such that the object identification is attached to a broadcasting timeline of the media stream, and to deliver the object identification in accordance with the broadcasting timeline of the media stream.
19. (Previously presented) The system of claim 11, wherein the media system further comprises a billing unit configured to record and process of the transfer of each object to the user terminals for billing purposes.
20. (Previously presented) The system of claim 11, wherein the user terminal is configured to identify the format of the object identification and the object, the identifying revealing information, such as the supporting application needed, additional rights pertaining to the object, forwarding limitations associated with the object, or any combination thereof.

21. (Currently amended) A user terminal of a mobile radio system, wherein the user terminal is configured to
 - receive an object identification of an object wirelessly from a broadcast system, the object being associated and synchronized to the broadcast media stream in the broadcast system,
 - present the object identification in synchronization with the media stream in the user terminal,
 - send, if a user requests the delivery of the object based on the object identification, a transaction signal with the object identification to a database of at least one object through the mobile radio system, and

receive the object of the object identification delivered from the database (208) through the mobile radio system.

22. (Previously presented) The user terminal of claim 21, wherein the user terminal is configured to receive the object identification from the broadcast system through the radio system.

23. (Previously presented) The user terminal of claim 21, wherein the user terminal is configured to receive the object identification from the broadcast system as an RDS broadcast.

24. (Previously presented) The user terminal of claim 21, wherein the user terminal is configured to send a transaction signal directly to the database of the object provider through the radio system.

25. (Previously presented) The user terminal of claim 21, wherein the user terminal is configured to send a transaction signal from the user terminal to a server serving the broadcast system through the radio system, the server then sending a signal with the object identification to the database of the object provider.